

Buddy Program Marketing Plan

Strategies:

- 1) Personal outreach to contacts – volunteer and client referrals
- 2) Email outreach to EPI contacts – client referrals
- 3) Announcement at support groups, board and other meetings
- 4) Visiting service providers to post printed posters (colour paper)
- 5) Community announcements in local paper – events or volunteer announcement sections. Press release sent to local papers.

Resources Provided	Coordinator Activities	Results
Email and print poster	Identifying key contacts and resources – group leaders, EPI providers, institutions (treatment, religious/cultural) in local area	List of key contacts (30-50 persons)
Sample press release	Outreach to volunteer buddies thorough existing groups and contacts	List of groups/group leaders / members contacted personally (telephone or face-to face)
Partial list of contacts in area	Posters / E-Notices Sent	20+ posters posted, e-notices 30+
	Press Release sent to local paper(s) and radio stations (fax or email). Local newsletters if applicable as well	2 or more press releases sent
	Being easily and constantly available by phone for interview for three working days following press release sending. <i>Crucial to get a story.</i>	Contact information for media who followed up (for future use), and resulting stories.
	Translating posters into relevant local languages if possible.	

Action Steps in General

